

BIO – MICHELLE PASCOE

Michelle Pascoe lives and breathes her passion for customer service, mystery shopping, and team motivation. She is an experienced businesswoman and specialist in every aspect of service operations and processes and their impact on the customer experience.

In 1994 she founded one of Australia's most respected training companies, Optimum Operating Procedures and Services Pty Ltd (OOPS). Now a thriving provider of mystery shopping, service benchmarking, surveys and focus groups, competitor audits, staff training and leadership development. Michelle has applied the very tips and techniques that she presents on in achieving her own business success.

As an international speaker and accredited trainer and assessor, Michelle combines her extensive experience and specialised knowledge with an absolute commitment to igniting the potential in each and every individual so they can achieve outstanding results. Her program participants – from across the registered club industry, hospitality, manufacturing, real estate, automotive, self storage, Government and professional services sectors – walk away from her presentations feeling inspired, educated and equipped to deliver outstanding service experiences.

Employing over 80 staff, working with multimillion dollar clients and coaching the leaders of tomorrow as well as SME Entrepreneurs, Michelle believes in seeing and igniting the potential in everyone.

Her key focus and passion pertains to service delivery and expectations of the 21st century customer, through mapping the journey of today's customer, and believes that no matter what industry, service is the key point of difference in creating the essential human connection. The emergence of the Extreme Customer, who is connected, competitive and optimistic, and relentless in his/her pursuit of value, is driving the changes in how businesses (even large corporates) deliver their product or service.

With over two decades of measuring and analysing her clients and their competitors, Michelle's presentations are content rich with real case studies delivered with passion and authenticity - walk away from her presentations feeling inspired, educated and equipped to deliver outstanding service experiences!